

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-13 (CANCELLED):

14 (NEW): An imaging apparatus comprising:

an image pickup device having an imaging area in which a plurality of light receiving elements are two-dimensionally placed; and

a controller which controls to generate picture data by interpolating a signal generated by mixing signals of a first area in the imaging area in a case that a first scaling factor, which is smaller than a predetermined image scaling factor, is set, and to generate picture data by reducing signals of the plurality of light receiving elements which are not mixed and exist in a second area which is smaller than the first area, or a signal which is generated by mixing signals of the light receiving elements a number of which is smaller than a number of the light receiving elements to be mixed when the first scaling factor is set, in a case that a second scaling factor, which is not less than the predetermined image scaling factor, is set.

15 (NEW): The apparatus according to claim 14, wherein said controller controls to generate the picture data by interpolating signals of the plurality of light receiving elements which are not mixed and exist in a third area which is smaller than the second area, or a signal which is generated by mixing signals of the light receiving elements a number of which is smaller than a number of the light receiving elements to be mixed when the first scaling factor is set, in a case that a third scaling factor, which is greater than the second scaling factor, is set.

16 (NEW): The apparatus according to claim 14, further comprising an optical zoom device adapted to expand or reduce an image formed on a light receiving surface of said image pickup

device, wherein said controller performs the picture data generating control in a case that said optical zoom device is on a furthest telescopic side or on a furthest wide side.

17 (NEW): The apparatus according to claim 14, further comprising a zoom operation device for a user to operate expansion or reduction of the picture data, wherein said controller determines a method of the picture data generating control in accordance with an operation of said zoom operation device.

18 (NEW): A method of controlling an imaging apparatus comprising an image pickup device having an imaging area in which a plurality of light receiving elements are two-dimensionally placed, said method comprising the step of:

controlling to generate picture data by interpolating a signal generated by mixing signals of a first area in the imaging area in a case that a first scaling factor, which is smaller than a predetermined image scaling factor, is set, and to generate picture data by reducing signals of the plurality of light receiving elements which are not mixed and exist in a second area which is smaller than the first area, or a signal which is generated by mixing signals of the light receiving elements a number of which is smaller than a number of the light receiving elements to be mixed when the first scaling factor is set, in a case that a second scaling factor, which is not less than the predetermined image scaling factor, is set.